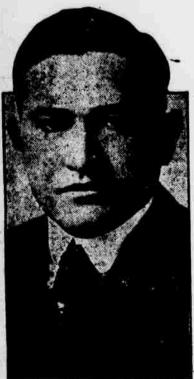
Important for Them to Speed Up Activities With Their Automobiles

By PRANK B. ANSTED,

Pres. Lexington Motor Company. Nineteen eighteen will never be forgotten. It will always be known in the history of the nation as a year of accomplishment. Stupendous and porentous happenings are vying with one ghosts in the night to join the hordes "over there." The Hog Island shipyard, canal, is under way, and receives only passing notice. Huge factories for the unheard of production of airplanes because these pesky devil wag-come a side issue. Industry is humming a mighty creecendo: The sounds of antil blows and marching feet reverberate in a mighty crescendo! The sounds of anvil blows and marching feet reverberate in America is aroused! Thrift Stamps and what not come from the pockets for the asking. We are building right now in France railroad terminals which are probably the largest

terminals which are probably the largest in the world. Who realizes it? Are you awake to 1918? Do you feel the import of this tremendous activity? Do you ever see an idle man? What is your part to be in this greatest time in history?

Some day your children will say to you, "Dad, what were you doing in



PRANK B. ANSTED.

19187 Now is the time to make your answen. Let us look this thing in the face. This is addressed to the dealer and motorist. The dealer can do his part by facing the issue squarely. Where there is this demand for activity. bbiles; in fact the demand will exceed the available supply. Some men have already sensed this condition and have stocked up on automobiles. What the future cut in production will be is problematical, but there has certainly been a 30 per cent. reduction already.

The wideawake dealer, the man alive The wideawake dealer, the man alive The wideawake dealer, the man alive to 1918, is helping by getting his cars ordered, and by driving them through, helping the Government by lessening the load on transportation. He is making plans to do first class overhauling of used cars, and to put them on the market in good condition. He is keeping his organisation hitting on every cylinder, organization hitting on every cylinder, because this too is a part of the necessary feeling which must permeate this country if we are to win, and win quickly. He is keeping up his pen and optimism of the right sort. His feeling is "Win the war we must and will, with business as usual as far as practical," and the determination to keep everlastingly at it,

Now what of the motorist? He too must determine to win. He must use his motor car more than ever before. For upon each man depends the issue, He must work harder. He must throw himself into this struggle somewhere. He

must work harder. He must throw himself into this struggle somewhere. He is equipped with his motor car to aid, and he must do it. Farmers are finding the automobile the greatest asset they ever had. Business men, doctors, all are filling the shoes of the men at the front and working feveriahly with their cars to see that our boys overseas are provided for, that they lack nothing to make them fit. The morale of the motorist is as important as the morale of the military—for he is a part of it. He must be one of the fifteen men behind the lines which they tell us are necessary to feed and equip each fighting man. He must get the spirit of nineteen eighteen—a lineal descendant of the "Spirit of Seventy-six."

This man does not hoard time and energy by goind without the motor car he needs to help. He does not heed

78 Nassau St.

false rumors of gasolene shortage. For refiners tell us that right now the machine oil needed for the navy alone, out of which the gasolene is distilled, is sufficient to take care of our needs. There is plenty of gas. The motorist must conserve it, of course, but he may use all he really needs.

We must all of us get the spirit. We must not let our perceptions become

we must all of us get the spirit. We must not let our perceptions become dulled by the big things happening around us, but must seek to be a part of them. Then when our children ask us that question we can truthfully reply that we were conscientiously doing our utmost to bring honor and glory to the Stars and Stripes.

MOTOR CARS HELPING ROADS.

Importance of Quick Delivery Stimulates Highway Repairs.

of the nation as a year of achiment. Stupendous and porhappenings are vying with one of good roads as at the present time, an undertaking as the Panama.

"Never before have the people of this country so thoroughly realized the value of good roads as at the present time, when the hauling of goods and the transportation of people over the roads in the night to join the hordes in the night to join the hordes here." The Hog Island shipyard, an undertaking as the Panama.

"Never before have the people of this country so thoroughly realized the value of good roads as at the present time, when the hauling of goods and the transportation of people over the roads congestion," says James J. Hunt, vice-president and general manager of the Reo Motor Car Company of New York. than ever. The farmer, the merchant and the general public know what good roads mean, but it took a long time to educate them.
"The combination of good roads and

the motor vehicle results in quicker and more frequent delivery of farm produce to the centres of population. In the near future we will see all short haul-ing up to 100 miles handled by motor ing up to 100 miles handled by motor truck lines. Besides being quicker, the delays that now occur at stations and transfer points will be eliminated and farm produce will go direct from farm to consumer by truck express lines. This will result in the consumer paying less and the producer receiving more for goods. Our rural free delivery sysfor goods. Our rural tree delivery year tem must depend for its greater de-velopment on the motor car. In other words the motor car will be a short connecting link between the city and

untry folk.
"The demand for Reo motor cars o both the passenger and truck types in-dicates that there will be a big drive in the epring sale of cars and a shortage is inevitable. Prices are constantly advancing and prudence dictates that pro-Engineers agree without exception that spective buyers decide now on their car of power developed by the motor be-

SPRING BUSINESS IS GOOD.

Saxon Dealer Sees a Very Satisfactory Conditton.

With winter business in the retail atomobile industry holding up to high grip the ground and prevent slippage. It is plain to be seen that when the wheel makes a complete revolution withlegree, there has been some speculation degree, there has been some speculation among dealers as to whether the com-ing of spring would show as large an increase as formerly, when the first warm weather made a big jump in the

wheel makes a complete revolution without slipping the car has moved a maximum distance, all of the power developed
has been used in moving the car forward
and the gasolene consumed has been
expended to the best possible advantage.
To prove the economy of non-skids
Jos Dawson, holder of the world's
twenty-four hour record, made a test by
using both non-skid and ribbed tires
under identical conditions and compar-"Events have proved," says George S. Morrow, president of the Saxon Motor Company of New York, "that this spring is going to see better business than ever before. And that means that the year of 1915 would be bigger than any previous year, providing pro-duction had not been necessarily cur-tailed on account of Government work. ing results. In preparing for the big race, in which he covered 1,898 mile last August, provision had to be made against a slippery track and other un-favorable conditions. The tires had to be proof against skidding and the tread so made that the car could be stopped quickly without sliding. Dawson also was seeking the tire that would develop the greatest speed.

"To make the spring business propor tionate to the winter business this year in comparison with other seasons, all records must be broken and all records will be, if the first few warm days are

"Over the Top."



SIZE NON SKID RED

90 Chambers St.

GUARANTEED 4000 MILES

This tire is honest in its constructive features and materials, and more than generous in QUALITY. It stands up and is a better tire even

WE SELL TIRES BY MILEAGE

STUDY THESE PRICES:

AGENTS WANTED

WRITE FOR THE PROPOSITION FOR YOUR TERRITORY

AUTO ACCESSORIES We carry the Largest Stock of Standard Auto Accessories at Cut Prices.

CALL AND LET US SHOW YOU HOW TO SAVE MOREY

Times Square Auto. Supply Co.

56 Street & Broadway

World's Largest Dealers.

No Dealer can afford to overlook such a valuable asset as the agency TIMESCO TIRES. Every sale means additional business.

than its GUARANTEE. It reduces tire cost per mile.

NON SKID RED TIRES TUBES

Solid Comfort and Independence With This Output.

INTERIOR INTERIOR WIEWS OF NOVEL MAXWELL



Manager Harry J. De Bear of the New York branch of the Maxwell Motor Sales Corporation, Columbus Circle, has discovered a new way of spending a vaca-tion without the usual worry of railroad connections and the customary incon-

venience of having to rely upon the va-rious summer, hotels for accommoda-One may have a wonderful time in a specially constructed Maxwell "every purpose" car such as was designed by Harry P. Radcliffe, a real estate man of Houston, Tex., and used by him and his wife for touring the United The car is beautifully planned and

executed, the body being thoroughly rainproof. The interior equipment con-tains the following: An electric fan, three electric lights operated by a switch, two water tanks with a capacity of four and a half gal-fons each, three mirrors along side walls,

NON-SKIDS SAVE GASOLENE.

Race Driver Makes Tests That

Prove Their Unusual Value.

Few automobiles owners, in these

days when everybody is doing his bit to eliminate waste, realize the saving in gasolene by the use of non-skid tires.

the non-skid tire delivers the maximum

While the non-skid tire has always

een considered an essential in winter,

it is coming more and more into all year

round use. The inherent characteristic

of the non-skid tire is its ability to

using both non-skid and ribbed under identical conditions and com-ing results. In preparing for the

cause of its firm grip on the road

muse with copper screens and within by silk curtains, a parented two burner albie canned goods and provisions to last cohol blast stove for cooking purposes, on a tour of many weeks duration.

There is also plenty of room for the couple to carry several complete changes of clothing and a surplus supply of alcohol for the stove and gasolene for their

The car completely stocked with pr

THE PERSON NAMED IN COLUMN

The Song of the Catalogue Fiends.

By HARRY T. WATKINS, Motor Car Equipment Co.

We're the goats of the organization,
We are cursed and despised of men;
Though we struggle and rave we are
doomed to slave
Next door to the Export pen.
We cut and we paste till monday,
We paste and we cut till night.
But with all of our skill let us try as We can't get the damned thing right.

The salesman goes out in the morning And calls on his trade with glee.
The purchasing guy does nothing but buy,
His hours are happy and free.
The credit man fools with his blacklist And trade acceptance and dun; But we are the suts who juggle with From morn till the setting sun.

So we play with our picture puzzle
And we build to the best of our ken,
When the word comes across from the
discount boss
To do it all over again.
We're told to take out an item
And we're ordered to put it back.
Till we trar our hair and in dark despair

We pass the buck to "Mac."

We toll with the Critchley Reamer, At the Gemco line we sinve; Our teeth we gnash over Weaver and Asch, And a: Billings & Spencer rave; We pale at the name of Nieboff, Povages our fury starts.

And we curse the Lord at the name of Ford

And his hundred and something parts.

We're sick of the Wonder Worker,
And Crumb is a bitter pill;
We could take the axe to Johnson's
Wax
And old Doc Latimer's Still.
We're fed up on Packard Bezel,
On Overland, Buick and Stutz,
But we'll spoil the map of the venturesome chap
Who mentions Top Prop Nuiz,

There's a throne sloft in high heaven, There's a throne aloft in high heaven,
Where the angels with joy awai:
To sent on high the thoughtful guy
Who sends us a full page plate.
But a pit is dug deep down in Hades,
Where a ips: soul will never be
missed.
And it's down below that the bloke
will go
Who says, "Listen, they've changed
the list."

So we cut and we fit at our leisure.

And we fit and we cut in our haste,
Printers' ink is our favorite drink
And we lunch on a pot of paste;
We break all the ten commandments,
And we curse till we raise the roof,
And our heatless days we spend in a

Of pages of galley proof. Mayhap if we toll on forever,
And the weeks and months go by,
By book or crook we'll complete the
book,
If we don't get disgusted and die:
But we'll look for a saint's translation,
And seek for a piace in the sun,
When in course of years we drop our
shears

And we get the damned thing done.

was seeking the tire that would develop the greatest speed.

In the test run of 100 miles regular racing tires with three thick ribs around the circumference of the tire were used that the thick ribs around the circumference of the tire were used that the thick ribs around the circumference of the tire were used that the thick ribs around the circumference of the tire were used that the thick ribs around the circumference of the tire were used that the thick ribs around the circumference of the tire were used that the tire were used the tire were used to the automobile owner when they are made by drivers of recognized skill such that the tire were used the tire were used to the automobile owner when they are made by drivers of recognized skill such that the tire were used the tire were used to the automobile owner when they are made by drivers of recognized skill such that the tire were used to the automobile owner when they are made by drivers of recognized skill such that the tire were used the tire were used to the automobile owner when they are made by drivers of recognized skill such the tire were used to the automobile owner when they are made by drivers of recognized skill such the tire were used to the automobile owner when they are made by drivers of recognized skill such the tire were used to the automobile owner when they are made by drivers of recognized skill such the tire were used to the tire were to the tire were the tire we sacing tires with three thick ribs around the circumference of the tire were used first. Then Royal Cords, which have non-skid treads, were used for the same distance. The timing showed that the distance. The timing showed that the car maintained a greater speed with the non-skid Royal Cords held his car true on the turns and over slippery surfaces, delivering the maximum of make steering easier.

LEGISLATURE AGAIN **BECOMES A MENACE**

rie car completely stocked with pro-visions weighs approximately 3,059 pounds, and rides so custly and free from vibration that there is practically not a rattle or a squeak, despite the fact that it carries tinware, cooking utensits and dishes. Would Attempt to Keep Five Ton Trucks Off State Highways.

> In the closing hours of the Legislature, when everything is jammed through with little or no attention paid to anything, a bill has ruddenly been reported out by the Senate Committee on Internal Afthe Senate Committee on Internal Affairs at Albany without a public hearing, a bill which if it becomes a law will seriously hamper the war efforts of the United States and her allies. We have the men, the money and the supplies, but they are all useless without transportation, and transportation is what we are wofully lacking in to-day. This bill would be a serious blow at our already inadequate transportation facilities.

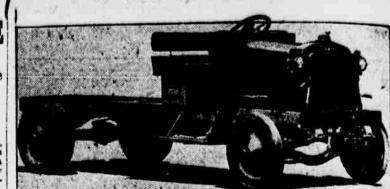
han elsewhere. In this State business houses at th present time own and operate more than 3,000 of these five ton trucks. The actual cost of these trucks exceeds \$15,-000,000, as the price averages \$5,000 a truck. Many of these trucks were put truck. Many of these trucks were put on the highways of the State to meet the emergencies of the war. And the State has licensed them, so that if the bill becomes a law these trucks, the life of which is ten years, would become just

so much junk.

Apart from the \$15,000,000 invested in these trucks in this State, which would. be confiscated in the event of the Hewitt bill becoming a law, the economic loss which would result from the passage and signing of the measure would be in-calculable. It would mean to business men in this State a loss in one year of men in this state a loss in one year of close to \$1,000,000.000, and the result of the inability of the railroads to move the farm and other produce, not to mention munitions, would work incalculable harm to the Allies, who are depending on the speedy and adequate transportations of the complete as much far and many many man. tion of supplies as much as upon man

"I predict that a milk famine would occur in New York city, in Buffalo and in other big cities in this State if this bill becomes a law," said Charles G. Bond, counsel for the Motor Truck Club of America. "All the big milk commanies, and the smaller ones as well, depend almost exclusively on the use of motor trucks weighing five tons. Just now they have to depend on their own means of transportation because of railroad conditions. Next winter New York city and other big cities would have a real coal famine if this bill became a law, for all the coal companies use the "I predict that a milk famine would law, for all the coal companies use the five ton motor truck. All the big oil tanks are on motor trucks of the kind by the Hewitt bill. wholesale produce men, grocers and truck farmers, as well as department

It Thrives on Hard Work.



This powerful five ton Denby truck is handled by the well known Cole & capacity load, we never had to use low gear. But if you do need it, a raity of 72 to 1 will certainly get you out any "They say it's fifty horse-power, but it acts more like seventy-five," says a

rough deal." On our worst hills we gear. But if you do need it, a ratis, and particularly load, we never had to use it apacity load, we never had to use of the present use of the present use of any of the literal way and be the committee thad the well it acts more the seventy-load, and the well it acts m

BUSINESS O. K., SAYS SCHARY.

Case Distributer Getting Care
Through Very Successfully.

Samuel Schary, sales manager of the
H. A. Sanders Motor Corporation, Eastent distributers of the Case Six, located
at 1876 Broadway, is very optimistic
regarding the season's outlook.

"So far," says Mr. Schary, "business"

Motor Cars Relieve Traffic.

"Motor cars are not only relieving to some goods of freeight but they are coming under the sent post of the stating to the state of the resulting the work which travel on the subway. elevated at street car lines during business hours, "is william C. Poertner, president of the Puer Cars of the Case Six, located at 1876 Broadway, is very optimistic regarding the season's outlook.

"So far," says Mr. Schary, "business"

Idsmobile 20th YEAR SIX CYL. MODEL 37 EIGHT CYL. MODEL 45 IMMEDIATE DELIVERY

Touring Cars: Sportsters, Runabouts, Club Poadsters, Sedans, Cabriolets, Coupes, Limousines, Landaus, Broughams: also Specially Built Snappy Cars.

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The Thrift Car

Famous For Its Marvelous Motor



The Chandler Sedan Affords You Four-Season Service

TANDSOME in design and economical in operation, this Chandler seven-passenger convertible sedan affords full four-season usefulness that is keenly appreciated by those who demand the maximum of efficiency and comfort in their

This sedan body is instantly convertible from an entirely enclosed car to one fully as open as a touring car with top up. Windows may be lowered away or entirely removed and the window posts are removable. The body is most substantially constructed—built by Fisher—and stands the stress even of rough country roads. The upholstery is of a serviceable grey cloth-material.

Mounted upon the famous Chandler chassis, distinguished particularly for its great motor, this sedan offers motor car value only approached by other cars selling for hundreds of dollars more.

Seven-Passenger Touring Car, \$1598 Four-Passenger Roadster, \$1595 Four-Passenger Dispatch Car, \$1675 Convertible Sedan, \$2295 Convertible Coupe, \$2198 Limousine, \$289 (All prices f. c. b. Cleveland)

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HUDSON BOULEVARD GARAGE, Cor. Hudson Boulevard & Bergen Ave., #ersey City
CHANDLER MOTOR CAR COMPANY, Cleveland, Ohio

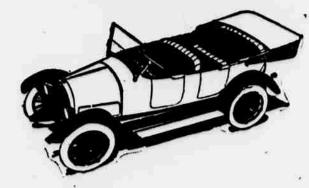
BRADY-MURALI MOTORS CORP'N

O. K. in Every Respect

You cannot get complete satisfaction from a car of less satisfactory appearance, performance, comfort, service or price.

Model 90 has a powerful, fuelsaving motor; narrow turning radius; rear cantilever springs; 106-inch wheelbase; 31 x 4 tires, non-skid rear. Auto-Lite starting and lighting and vacuum fuel system.

> Appearance, Performance Comfort, Service and Price



WILLIS-OVERLAND, INC. Broadway at 50th Street Telephone Circle 1300

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